



# 2018 CBHC

## *Exhibit & Sponsorship*

# Prospectus



CBHC

Colorado Behavioral  
Healthcare Council

Annual Training Conference

*Connections Start Here!*

**October 11 - 13, 2018**

Beaver Run Resort & Conference Center | Breckenridge, CO



# Welcome

Dear Educational Partner,

We are pleased to invite you to exhibit during our Annual Conference “*Connections Start Here!*” to be held October 11-13, 2018 at the Beaver Run Resort & Conference Center in Breckenridge, CO.

We expect approximately 600 clinicians, upper management and board members, providing community behavioral healthcare or integrated physical and behavioral healthcare to attend throughout the three days of the conference.

Expand your outreach and connect with decision makers to gain exposure for your programs, products and services. I encourage you to take this opportunity to showcase and promote your company to a statewide and regional audience.

Take advantage of this occasion to exhibit among healthcare specialists and increase your sales while you support the Colorado Behavioral Healthcare Council.

We look forward to seeing you in Breckenridge!

*Doyle Forrestal*

Doyle Forrestal | CBHC, Chief Executive Officer

*P.S. Join me for morning yoga this year!*



## New Sponsorships & Exhibits!

- Assigned Exhibit Space!
- CBHC Website Ads
- Thursday Networking Reception
- New APP Advertising
- Exclusive Sponsorships
- Exhibitor Drawing of iPad

## Colorado Behavioral Healthcare Council

CBHC is the membership organization for all community mental health centers, specialty clinics, and behavioral health managed care organizations in the State of Colorado.

CBHC works together with its members to improve the health of Coloradans through the delivery of high quality, community-based, integrated behavioral and physical healthcare services.

CBHC is a collaborative organization that provides leadership and direction in shaping and preserving the future of Colorado's community-based system of mental health and substance abuse treatment and recovery services.

CBHC provides support, information and technical assistance to its membership to ensure that high quality mental health and substance abuse disorder treatment services are available to those who need them.



# Sponsorship



## Sponsorship Opportunities & Benefits

Each sponsorship opportunity can be combined together with an exhibit. All sponsors will be listed in the conference program book and in the mobile app as a conference sponsor.

If you don't see something on our list and you would like to sponsor, let's talk!  
We want to work with you to make this a great sponsorship opportunity.

### Sponsor | Speaker & Special Events

- \$5,000 Keynote Speaker Sponsorship (Signage & Announcement at Session)
- \$2,500 Pre-Conference Luncheon & Session Sponsor (sign with name and logo posting)
- \$2,000 Pre-Conference Breakfast & Session Sponsor (sign with name and logo posting)

### Sponsor | Meal Functions

- \$5,000 All 6 Coffee Breaks Sponsorship (sign with name and logo posting)
- \$4,000 Thursday Networking Reception Sponsorship (sign with name and logo posting)
- \$3,800 Lunch Sponsorship (sign with name and logo posting) *\*only 1 per meal available*
- \$3,500 Breakfast Sponsorship (sign with name and logo posting) *\*only 1 per meal available*
- \$3,000 Board Members' Breakfast Sponsorship (sign with name and logo posting)
- \$1,500 Coffee Break Sponsorship (sign with name and logo posting) *\*only 1 per break*

*\*Be sure to enter the name of sponsorship in the "Sponsorship Type" on the application.*

**Lock in your preferred exhibit space this year! | First-come, first-served**

*Select your 1st and 2nd choice for your assigned exhibit table.*

**Premium Exhibit (\*) is \$2,000 (Tables\*100, \*101, \*102, \*103, \*104, \*105, \*106)**

**Preferred Exhibit Space (#) is \$1,000**

## Deadline for Advertising

March 31, 2018 Logo/Name to be included in the Online & Emailed Preview Program

August 31, 2018 to be included in the Printed On-site Program

For information contact:

Tracy O'Shaughnessy | [Tracygmp@aol.com](mailto:Tracygmp@aol.com) | 303.525.2811

# Advertising

## Special Advertising Opportunities

*Note: Sponsorships do not include an exhibit table*

### Exclusive Sponsorship Opportunities

- \$5,000 Mobile App Primary AD (company Logo & AD information in Prime placement)
- \$4,800 Lanyards Sponsorship (name & logo on lanyards with CBHC logo)
- \$4,000 Portfolio Bags Sponsorship (name & logo on all meeting bags with CBHC logo)
- \$3,000 GOBO Logo displayed in Conference Registration Foyer area (1 company only)
- \$2,500 WiFi Lounge Sponsor (advertising on signage and App and Website as sponsor)
- \$1,750 Portfolio Bag 'Insert' of your promotional items or flyer
- \$1,500 Mobile App AD (company information listed as one of multiple sponsors)

### Program Print Advertising

- \$2,000 Full (8.5" x 5.5") page color ad in On-site Program

### SPECIAL DRAWINGS

**Wellness Race:** Attendees will have an opportunity to participate in the Wellness Race Challenge (a part of the conference mobile app). Attendees can get points by completing activities throughout the conference, including visiting with our exhibitors. The top 2 winners of the contest will receive a gift card; winners will be announced at the end of the last session of the conference!

### Exhibitor Door Prize Drawing

Exhibitors have the option to give away a door prize at their booth. Door Prize drawing items will not be listed in on-site materials. Exhibitors are responsible for contacting the winners directly.

## Exhibitor Opportunities & Benefits

Exhibitor Table Tops includes: (6' draped display, two chairs, and two (2) exhibit badges) a listing in the printed program with your company name, address, phone and web site as well as a 50-word company/product description and logo on the CBHC on-line App.

*\*NOTE: Exhibit badges do not provide access to sessions.  
Additional exhibitor badges are available for \$150 per person.*

# Exhibits

## Exhibit Information

CBHC will consider applications for exhibitors with products and services in the following categories:

- Behavioral health or integrated healthcare
- Pharmaceuticals specific to chronic disease management or behavioral healthcare, both prescription & non-prescription
- Equipment and devices used in treatment of mental illness or provision of primary care
- Scientific educational publications; or pre-approved products/services in support of the behavioral health industry or integrated care
- Activities of professional and educational organizations
- Wellness and Health Promotion

### DATES & HOURS of Exhibit Hall:

<b>Set Up:</b>	Wednesday, October 10th	2:00pm—5:00pm
<b>Exhibits Open:</b>	Thursday, October 11th	7:45am—5:00pm
		5:30pm—7:30pm   Reception in Exhibit Hall
		6:15pm—6:30pm   Awards - Remain in Hall if present
	Friday, October 12th	7:15am—3:30pm
<b>Tear Down:</b>	Friday, October 12th	3:30pm—5:00pm

### EXHIBIT AREA:

Exhibits will be located in the Colorado Ballroom at the Beaver Run Conference Center.

- The exhibit is a 6' table top display; we will provide a black-draped 6' table, two chairs, and two complimentary exhibit registrations per booth.

**\*Additional exhibitor badges are not available for purchase. Exhibit badges do not provide entry to conference sessions. Exhibitors must register and pay on-line for conference session attendance.**

- Sufficient lighting is provided to illuminate the exhibit area; no individual electrical outlets are provided. All electrical work must be ordered through the hotel conference center and must be supplied by the hotel to ensure that it will meet the safety requirements of the Beaver Run Hotel.
- All draping or display materials of cloth must be fireproofed. Under no conditions will combustible oils or gases be permitted in the display area. The display area is carpeted.
- Security is the responsibility of the exhibitor, neither CBHC nor the hotel provide security.

**FEES & ASSIGNMENT OF SPACE:** Space will be assigned on a first-come, first-served basis.

- Premium exhibit space is \$2,000 and Preferred exhibit space is \$1,000. Payment due upon application submission.
- REFUNDS: No refunds will be made for cancellations after March 31, 2018. There will be a \$100 cancellation fee assessed for any cancellation prior to March 31, 2018.
- If an application is denied by CBHC for whatever reason, a full refund will be made.
- A confirmation of space assignment and exhibitor kit will be emailed to the address listed on the application.

# Exhibitor Rules & Regulations

**For your own protection be sure to read the exhibitor rules and regulations outlined in this prospectus.**

It is also important to review these terms and conditions, as well as any general information with your exhibitor representatives who will be staffing your table on-site.

## **ADVERTISING**

Exhibit items, advertising literature, or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media to the effect that particular products or services have been exhibited at the CBHC Annual Conference or which could be construed as an endorsement by the CBHC or by its attendees is prohibited. The use of CBHC logos, seals of approval, trademarks or other similar property rights may not be used in connection with any product or advertising materials displayed or disseminated at the Annual Conference, unless prior agreement has been made with the CBHC.

## **SOCIAL FUNCTIONS**

CBHC approval is now required for all exhibitor social functions. Requests for such activities must be submitted in writing to the CBHC Meeting Planner prior to August 1, 2018. The request must specify date, time, and location, type of function and anticipated attendance. Functions will not be permitted during the hours of the educational program or other CBHC official functions.

## **BOOTH ACTIVITIES, A/V & DEMONSTRATIONS**

The exhibitor is permitted to demonstrate the firm's equipment and to make informal presentations regarding the product line or service at the table. However, other attention getting devices in the form of entertainment, amusement, or demonstrations of non-product items or services must be approved in writing by the CBHC Meeting Planner. Only such activities which, at the discretion of the CBHC Meeting Consultant, are in keeping with the professional deportment of the technical exhibits program will be permitted. All demonstrations shall be confined to the space allocated each exhibitor. The use of other than closed-sound systems will be permitted only with the prior written approval of the CBHC. Any table top exhibit may be closed if deemed by the CBHC to have an excessive noise level.

## **SUBLETTING & SHARING OF SPACE**

No part of any exhibit table top, assigned to an exhibitor, may be reassigned, sublet or shared with another party.

## **FDA REGULATIONS**

Exhibitors are reminded of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors are also cautioned about FDA prohibition on promoting approved drugs for unapproved uses. Exhibitors are expected to abide by all applicable FDA regulations. Requests for information and guidance should be directed to: FDA Division of Drug Marketing, Advertising and Communications, HFD-42, Room 17B17, 5600 Fishers Lane, Rockville, MD 20857, (301) 827-2831.

## **LIABILITY AND INDEMNIFICATION**

The exhibitor will be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising out of any property of exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the CBHC, its officers, directors, agents and employees and the Beaver Run Resort & Conference Center and its agents, servants, and employees from and against any and all such claims, liabilities, losses, damages and expenses; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence or willful misconduct of the CBHC, its officers, directors, agents or employees of the Beaver Run Resort & Conference Center or its agents, servants or employees. In case any part of the exhibition hall is destroyed or damaged so as to prevent the CBHC from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupation of assigned space during any part or the whole of the exposition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of the CBHC, then the exhibitor will be charged for space only for the period the space was or could have been occupied by exhibitor. The exhibitor hereby waives any claim against the CBHC, its directors, officers, agents, or employees for losses or damages that may arise in consequence of such inability to occupy as signed space.

## **INTERPRETATION AND APPLICATION OF RULES & REGULATIONS**

All matters in question not specifically covered by these rules and regulations are subject to the decision of CBHC.



# Exhibit Hall | Table Assignments

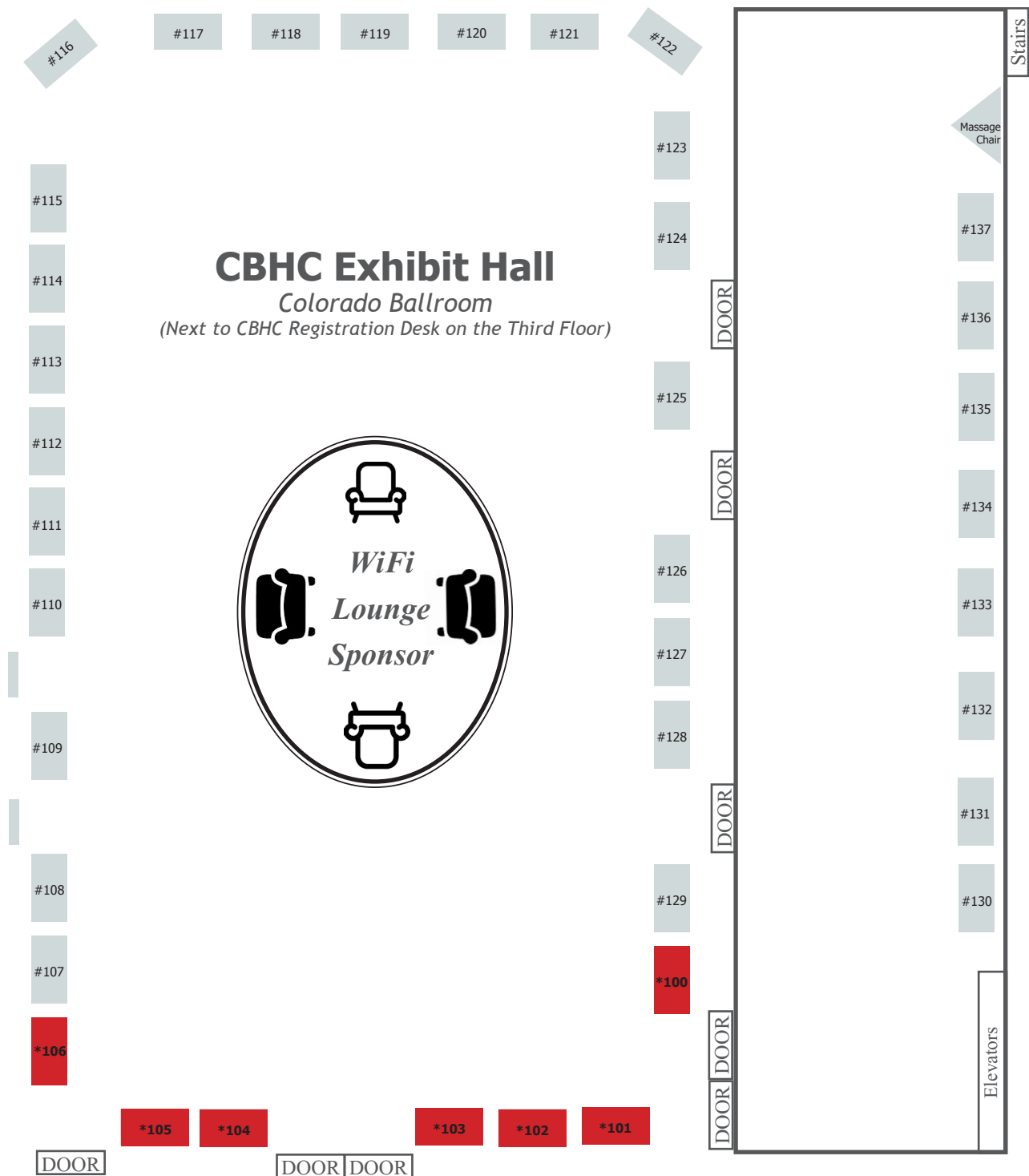
Plan now to exhibit and sponsor at the 2018 CBHC annual conference and participate in the premier regional Behavioral Healthcare conference in Colorado!

**Benefits** | Access to the largest gathering of Behavioral Healthcare specialists in Colorado and throughout the region ☀ Listing in Exhibitor & Sponsor Program Book, and conference App ☀ Exhibit exposure to decision makers who are looking for your innovative products and services ☀ Networking Reception for Exhibitors & Sponsors in the Exhibit Hall ☀ All Refreshment Breaks in the Exhibit Hall.

**Lock in your preferred exhibit space! | First-come, first-served**

*Select your 1st and 2nd choice for your assigned exhibit table.*

**Preferred Exhibit Space (#) is \$1,000 | Premium Exhibit Space (\*) is \$2,000 (\*100, \*101, \*102, \*103, \*104, \*105, \*106)**



# Application

## 2018 CBHC Exhibitor & Sponsorship Application

**October 11-13, 2018**

Beaver Run Resort & Conference Center | 620 Village Road, Breckenridge, CO 80424  
www.beaverrun.com | 1-800-525-2253

### IMPORTANT INFORMATION AND INSTRUCTIONS

- This application will not be processed unless it is signed and dated by your company's representative.
- Exhibit hall space is assigned on a first-come, first-served basis.
- EXHIBIT BADGES DO NOT INCLUDE ADMITTANCE TO CONFERENCE SESSIONS. All exhibitors who wish to attend the conference are required to register and pay for the desired day(s) of the conference.

### COMPANY INFORMATION

1. Please read this form and the exhibit prospectus carefully and print or type all information.
2. The application payment is due upon receipt.
3. Complete, sign and return this form via E-Mail to Tracygmp@aol.com to reserve your space.

*Please PRINT— All Information to be used in Exhibitor-Sponsor Program Book and Table Top Exhibit*

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Web Address: \_\_\_\_\_

**E-Mail Address: (IMPORTANT)** \_\_\_\_\_

Contact Name (please print): \_\_\_\_\_

*(Contact is person in charge of the exhibit/sponsorship to whom instructions/invoice & exhibit materials should be sent)*

### CBHC 2018 AGREEMENT

We hereby agree to abide by all rules and regulations included in this prospectus.

We agree to pay Colorado Behavioral Healthcare Council in full for the following:

**Exhibit: 1st choice #** \_\_\_\_\_ **2nd choice #** \_\_\_\_\_ **AGREE FOR EXHIBIT/SPONSOR COMPANY**  
**Sponsorship** \_\_\_\_\_ **Authorized Representative Name**  
**Total Amount \$** \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_  
**DATE** \_\_\_\_\_

### PAYMENT INFORMATION

**Invoice/Receipt:** Your company will be emailed an Invoice/Receipt from CBHC, to the attention of the name and email listed above.

### Please Indicate Payment Type Below:

☐ **CHECK** ☐ **CREDIT CARD** (*AmEx & Discover not accepted*) ☐ **Automatic Funds Transfet (ATF)**

For questions contact: Tracy O'Shaughnessy | Phone: 303.525.2811 | TracyGMP@aol.com